

## PRESS RELEASE

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PHILIP MORRIS INTERNATIONAL

### **PHILIP MORRIS INTERNATIONAL INC.** **INCREASES QUARTERLY DIVIDEND 10.3% TO \$0.64 PER SHARE**

NEW YORK, September 10, 2010 -- The Board of Directors of Philip Morris International Inc. (NYSE Euronext Paris: PM) today increased the company's regular quarterly dividend by 10.3%, to an annualized rate of \$2.56 per common share.

The new quarterly dividend of \$0.64 per common share, up from \$0.58 per common share, is payable on October 8, 2010, to stockholders of record as of September 24, 2010. The ex-dividend date is September 22, 2010.

For more details on stock, dividends and other information, see [www.pmi.com/investors](http://www.pmi.com/investors).

#### **Philip Morris International Inc. Profile**

Philip Morris International Inc. (PMI) is the leading international tobacco company, with seven of the world's top 15 brands, including *Marlboro*, the number one cigarette brand worldwide. PMI's products are sold in approximately 160 countries. In 2009, the company held an estimated 15.4% share of the total international cigarette market outside of the U.S., or 26.0% excluding the People's Republic of China and the U.S. For more information, see [www.pmi.com](http://www.pmi.com).